

---

# A BILL FOR AN ACT

---

RELATING TO EDUCATION.

**BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF HAWAII:**

1       SECTION 1. The legislature finds that there is a growing  
2 trend in education of international study and educational  
3 travel. Hawaii's unique history, optimal geographic placement  
4 between the United States and Asia, and globally ranked programs  
5 of higher education have all served as factors in establishing  
6 Hawaii in the forefront of choice destinations for international  
7 students. The legislature further finds that increased  
8 recruitment strategies and carefully structured future programs  
9 encouraging international students to attend school in Hawaii  
10 are necessary to keep Hawaii's reputation as a place of beauty  
11 and education.

12       SECTION 2. There is appropriated out of the general  
13 revenues of the State of Hawaii the sum of \$               or so  
14 much thereof as may be necessary for fiscal year 2015-2016 and  
15 the same sum or so much thereof as may be necessary for fiscal  
16 year 2016-2017 for marketing, travel, and other related  
17 recruitment expenses necessary to market Hawaii and Hawaii's  
18 institutions of higher education to international students.



1       The sums appropriated shall be expended by the department  
2   of business, economic development, and tourism for the purposes  
3   of this Act.

4       SECTION 3. This Act shall take effect on July 1, 2030.



**Report Title:**

International Marketing and Recruitment; Higher Education;  
Appropriation

**Description:**

Appropriates funds to the department of business, economic development, and tourism for marketing Hawaii and Hawaii's higher education institutions to international students. Takes effect 7/1/2030. (SD1)

*The summary description of legislation appearing on this page is for informational purposes only and is not legislation or evidence of legislative intent.*

